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The Retrospective Analysis of China E-sports Club

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Abstract

The E-sports rely on video games, and higher than video games. International professional electronic athletic club comes into being with tournament games. The production of our country's professional electronic athletic club has experienced three periods, and these are the bud of athletics, the management of team and the professionalization of government's guidance.

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1. Foreword

Electronic sports develops as a sports, the influence for economy development increases, although the time for its development is short, and as many people like it, the electronic sports plays an important role in meeting the public's demand of sports. As the sports grows fast, the professional e-sports players come into the sight of us, with many e-sports clubs setting up quickly, our country's e-sports' industry comes into a period of rapid development. The appearance of professional e-sports club not only benefits the athletics, but also make our e-sports get away from the disorder condition, the specification of management in games and the training constitution make our e-sports more professional.

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2. E-sports rely on video games

from physicist Willy Higinbotham designing the first video games “pong” by using oscilloscope and computer in 1958 to 1962, seven college students which from MIT comes out with the first video game program space war. This marks the birth of video games , a new form of game will come into individual consumption field .

The back throughout the 70s is the golden time for the development in hardware of computers ,meanwhile the technology which are related to electronic entertainment also get a significant breakthrough, the electronic entertainment industry gets the primary progress.

The success of Atari launching the coin-operated commercial game Pong signs the video games as a way of entertainment accepted by the public ,and this announces that the period of Atari begins .In 1976 , Atari put forward the second generation family-used video games machine ATARI 2600 which the game cards are changeable .

Then , during 80s to 90s ,the whole market of family-used video games machines finished the transform from 8 to 16, the speed of CPU increased fast ,and this makes players enjoy more entertainments.

With the development of technology, emerging of PS Games , popularizing of computers ,as well as the factors that abundant of game's pictures, the setting of game's background, and the confront between human and computers, more and more people join in the game ,among these ,FPS (first personal game)—wolf3D published by ID Company in 1992 and RTS(Real Time Simulation game)---Dune published by WESTWOOD, laying the important foundation for the developing of the kind of game, especially the games published by the two firms, which can be connected by local area network, and the versus multiplayer -- Command and Conquer ,DOOM2 promoted the development and maturity of the electronic sports. A series of football games such as FIFA , published by the famous electronic firm EA, is going to mature and becoming a event of electronic sports.

In the development of video games, there are a series of games coming into being, such as FTG (Fighting Game), RTS、FPS ,etc. which are full of popular show and confrontation. The important is that with the simulation ability becoming stronger, more and more players join in it. Team work concept emphasized by some games, pushing the play of combination of skill and tactic ,strengthening the interesting of united players, which makes players be attracted to focus on the related information, and share common experience , complete with each other, which lays the foundation of development of electronic club.

3. The producing course of International electronic sports club

With the professional of game players and the CPL、WCG、ESWC, the international electronic sports club was born.

Dennis Von won the championship contest of Doom 3 Activision and got an Ferrari in 1995. In 1997, he won in Atlanta on the Electronic Entertainment Expo, "Thor's Hammer 'Championship victory, and win away the designer John Carmack's Ferrari , becoming professional gamers legend.

The fall of 1997, there were two professional games groups: professional gamers league(PGL) and professional computer players League (CPL). The two groups hoped to develop the competitive game into a profitable group of commercial enterprises, and choose a completely different business road. PGL is set up as an online community. The people that can join in it are the excellent ones survive in the game . The CPL chose to become a viable organization, in the next few years , PGL has experienced a number of disputes, ceasing to function till the last, and sold to Dennis.Feng. The CPL held the world's first successful session reward for \$ 100,000 computer game tournaments, and soon thereafter hosted a game in the Asian competition, becoming the world's first professional tournament game groups held in two big states. CPL used the same initial series of game: "Thor's hammer", and the contest for female players, so it's gamers groups become bigger and bigger. Of the event , the operation through the effects of star players,and selling

tickets, setting up the game forum, improving brand exposure for sponsors to get more money to attract more sponsors who participate in the game, and formed a formation of a virtuous cycle.

Since PGL, CPL's success has made a variety of regional events surging, computer games competition's heat rapidly started from the Pacific east coast, sweeping through the world. October 2001 sponsored by the Korea International e-marketing company (ICM), helped by Samsung, the World Cyber Games (WCG) kicked off the game. In 2002, ESWC (Electronic Sports World Cup) that Electronic Sports World Cup was founded in France.

The holding of these games, making the range of communication between gamers become more frequent, along with the CPL, ESWC, WCG and other international events organized, professional, semi-professional clubs and players appear to promote the e-sports to move towards professional.

4. The generation of China's E-sports club.

4.1 The embryonic period. Console and arcade era.

Most domestic players came into contact with electronic game in the 1980s or so, although some players from wealthy families could come into contact with the world's first Atari 2600 home professional games, but because of the small number of players, and games for players' entertainment were so few, so people exchanged and communicated only between friends and neighbors in the game and this communication were mostly carried out to complete the game, which can be seen as leisure and recreational activities between themselves or friends and family.

To the late 1980s, especially after 1988, arcade games became popular in mainland of China, some of the best arcade games attracted more and more popular, in the 1990s, the introduction of Capcom's classic arcade substrate CPS1, the full realization of the arcade game from 8-16 of the upgrade, the player base in China soared, making the original limited to a small range of communication between friends and family become a game room in the same game, and the operations and competitive battle of the exchange between friends and other unfamiliar non-players realize. "Kung Fu" (later extended to many of its setting, a lot of fighting game standards), appeared in this period, "wrestling" and other fighting games, especially the "Street Fighter" (fighting game to determine the basic concepts such as nirvana, defense and physical slots, etc.) marks the birth of the fighting games officially. And after these games, "Samurai", "KOF" and other games not only meet the people and the game between the sports, but also adds the element of confrontation between people inside, the Battle, winning relies on the judgments and operation in the game. Since these fighting game has a strong competitive nature and are ornamental, according to the different style of role in different games, defensive timing, moving the table, with different severity of the first player to complete the anticipated combination of ideas, to achieve the result of defeat the opponent., the features of fighting games that make communication between players increase, many gamers often change the place, in the different parts of the city, someone uses travelling time, the opportunities of visiting friends in different cities to learn fighting games and communicate in order to improve their competitive level of success or satisfaction. Although the scope of this communication does not seem large, the enthusiasm of the players to the game, making a new style of play spread often in a very short period of time, this can be said is the first competitive exchange between players, and this competitive instinct makes players be interested in the game with other players on the Battle of a winner in the case, also can be seen as the seeds of competitive games.

In the early 90s, Sundance Kid learning machine and other FC compatibles became very popular, which made the number of gamers get a rapid growth and also frequented the communication between players. In this period, the cooperation among players in other kinds of games and the exploration and familiarity with maps promoted the future development of competitive games like RTS, FPS. From late 80s to 90s, players were mainly middle students and people from different fields. The communication among those players of

different ages and status laid a solid mass foundation for the future development of semi-professional and professional games.

4.2 Prototype: The computer era (2000 years ago)

With the development of the times and the appearance of the computer games, the number of players is increasing.

In 1995, the first domestic Internet cafe appeared in Shanghai. Around 2000 the cause of Internet cafes in China met a development peak. The number of Internet cafes swelled, which made the professional competition fierce, also made the cost of computer games greatly decrease and the group of players increase.

Westwood in 1995 created “the Command and Conquer”, the first paragraph networking RTS game, whose balance laid the foundation for the future games. Many players were attracted by star craft’s unique game background, balance of race and good against function. Especially the appearance of domestic FSGS battle.net server made the online communication more frequent and closer. In 1998 the China interstellar alliance (CSA), whose purses were entertainment, communication, and discussion, was established. The establishment of NNN-HK, NNQ and AG further promoted the communication and competition. The exploration of organization management, operation and judgment between the teams promoted the electronic sports to be professional or semi-professional .It can be said that the clan marked the prototype of the electronic sports club.

In the management of internal members, branch system (be convenient for communication in the same area, called regional function; be more convenient for tactics and skills, called strong timeliness), and the methods to be a member of the team including recruiting the first line, the second line and the third line players have appeared .These implemented system made the number of teams get rapid growth ,decided the major players through the internal competition and strengthened the communication of the internal members.

With the development of communication and the appearance of network and combat platform, the competition between players became easier. Moreover, the communication became closer and richer because of the battles between excellent players, the exchange of skills and the interaction of thoughts. The online and offline game communication and the appearance of the game BBS, further strengthened the communication and understanding between teams, which also made a lot of new tactics in different groups verified.

In the event of the management, battle.net referee groups were set up for the competition to guarantee the justice and prevent cheating incidents. Each referee must grasp figure and write his own battle report.

The exchange in this period became frequent. For example Beijing interstellar range was surprisingly well. It seemed that players playing Star craft in Beijing all had relations with each other. The great fixed every weekend an Internet cafe called Boshi in Wudaokou to learn from each other. ^[1]Star craft players were based on an Internet cafe to communicate also in other cities. Some of the cafe owners after seeing the opportunity, according to their business requirements, promoted their hardware advantages and accumulated more popular players. They would hold some small games on behalf of cafes from time to time regularly and the winners could play for free or discount games, even get more game time and chances to get material reward. As a result, more excellent players appeared. Although merchants had their own business interests, they provided more communication opportunities and competitive platforms for ordinary players, which strengthened the competitive exchange and tactical communication between the gamers. The bosses not only promoted their cafes’ popularity also made this kind of sports more popular. On the game operation, some Internet bars would hire local superiors to interpret the whole process of games through multimedia projector and make it easier for common people to understand. These methods improved the appreciation of the game and provided certain theoretical and practical experience for the emergence of the interpreters. During this period, to publicize their products, many computer distributors organized some games alone or with other Internet cafes. These games further boosted the competitive development. On the other hand, people's acceptance was greatly improved. Furthermore people were more willing to watch and participate in the game, which laid the

solid foundation of the masses.

4. *3Produce: professional appear (after 2000)*

After 2000, China's electronic competitive sports developed faster. First of all, CS (counter-terrorism), becoming more and more popular, increased the number of domestic FPS gamers, further divided the game players and let FPS, RTS, FTG, RAC, SPG game types find their exchange of circle or groups. At last communication could be easier.

Second, some big games promoted the professionalization process of sports games. Players in the domestic not only gain the chance to compete with the international well-known players also learn some foreign playing skills and tactics from the online Star craft games between German and China held by the CPGL (China professional players union), CESA (China electronic competitive league) and the South Korean games (the games most excellent interstellar professional players such as GRRRR and Byun took part in) and the first tentative WCG in South Korea. Especially the emergence of the word “micro” changed the game's tactics greatly, and made more players begin to pay more attention to skills instead of tactics. Through the WCG or the other world electronic tournament games, domestic players group first experienced foreign games. Particularly the South Korea professional players regarded it as an opportunity to promote their professional or semi-professional process on the international stage.

July 15, 2001, the first professional and digital pioneer team was formally established in China.^[2] Although the team only survived for a few months, it provided the reference and guidance for the establishment of the future professional club.

On November 18, 2003, National Sports Council approved electronic competition in China as the 99th sports event which inspired many game players. Besides, the electronic sports got certain popularity and athletic competition had more and more extensive mass base. Domestic large events like CEG, CIG were held to further promote the development of China's electronic sports. In addition, the sports level had also been improved a lot. In 2004 the establishment of the first national electronic competitive team in China, indicated our country electronic competitive movement was ready to make a great leap towards professional stage.

2005, CEG (National Electronic Sports Games) was born on Chinese first truly professional electronic sports club, which indicated that Chinese e-sports completed the process of professional restructuring. Professional e-sports in China began to embark on the journey.

At present, China has 64 e-sports club, which has five professional clubs. More than 1,200 athletes registered, including nearly 60 professional athletes. Not only that, China already had more than 26 million e-sports enthusiasts. The main brands included the National E-sports Games sponsored by the China Sports Federation and IEST sponsored by Lenovo Group. All the games made the center market of global e-sports events come into being.^[3]

5. Conclusion

The development of China's e-sports originated from video games, but beyond video games. With the development of home games and computer games, and the construction of competitive platform for network, the Chinese players established relatively loose ties and on the circle of friends formed a coalition: team. They did this out of their hobbies and in order to study the game with better skills, to explore the map, to exchange technical and tactical use. Mainly through the competition, confrontation and technical exchange between teams and team members, the teams could improve the competitive level of the members, and make all kinds of game rewarded. This loose coalition survived for a short time because it lacked of operational experience. After the National Sports Council put e-sports into the official sport, and drew lessons from foreign professional e-sports, China's professional electronic sports clubs began to appear. The club management system, the club competition system, and the cultivation of the athletes' channels and market operation and

other aspects played a very significant role in the professional process.

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